

**TITLE OF THE INVENTION**

DISPLAY BOX FOR CYLINDRICAL CONTAINERS WITH A PROJECTING ANNULAR COLLAR

**FIELD OF THE INVENTION**

The present invention relates to a display box for a substantially cylindrical container, and more particularly for a container of the type presenting an annular collar projecting from the cylindrical surface of the container, a portion of which projects from the box to leave visible the writing or the like reproduced thereon.

**BACKGROUND OF THE INVENTION**

Cylindrical containers are known (for example for perfumes, deodorants or other valuable or high cost substances, which may or may not be under pressure within the containers and can be dispensed by manually operated pumps or valves applied to the containers and covered or protected by lids or the like which often have the same shape and transverse dimension as the containers on the end of which they are mounted), presenting writing, designs, trademarks or the like on a limited portion of their cylindrical surface.

It is known to house such containers in boxes from which that container portion carrying said trademarks, writing or the like projects and is visible.

The problem which arises is to prevent the containers from rotating about their axis after being correctly inserted into the box through an aperture or window in a front wall of the box, so that that container portion carrying the trademarks or writing is always exposed to view.

The containers cannot be fixed by glue or the like into the relative display box because glue traces (anti-aesthetic and fastidious to the touch) could remain adhering to the container surface after their removal from the display box in order to be used. All previous attempts to construct low cost boxes which allow an exactly defined lateral container portion to remain in view while being effective in preventing the containers from rotating about their longitudinal axis (for example by the effect of shaking, or

following handling, deformation or impacts which always occur during box transport and storage) after insertion in the required position in the box have not been successful. Most containers for which display boxes are used are of two types, of which one has a totally cylindrical lateral surface (including any lid) and a concave base from which a small tooth or protuberance projects, and the other has an annular collar projecting in proximity to the container lid, this collar often having only an aesthetic function, but often forming the ring which fixes a pump or a valve to the container mouth.

#### **SUMMARY OF THE INVENTION**

An object of the present invention is to provide a display box able to house and retain a container of the type with a projecting collar, in a manner effectively preventing it from undergoing any undesired and accidental rotation about its axis.

Another object is to provide a display box of the stated type which is formed from a single piece of punched and crease-lined cardboard and can be assembled automatically by those machines commonly present in cardboard processing firms specialized in box production.

These and further objects are attained by a box comprising side walls, a base wall and a front wall in which a window bounded by longitudinal edges and end edges is provided through which there projects outwards a cylindrical portion of a container which is housed in the box in a seat defined by said base wall and by inner longitudinal walls of the box and extending between said base wall and the front wall in correspondence with the longitudinal edges of the window provided therein, said window having substantially the same shape and dimensions as the outer profile of the longitudinal section through the container, characterised in that in said internal longitudinal walls defining the seat for the container there are provided two mutually opposing apertures into which substantially diametrically opposite portions of an annular collar or the like

projecting from the container totally around its cylindrical surface are forced and retained, by which a container inserted into said seat in the box is strongly impeded from rotating about its axis and moving transversely.

Preferably, one of the end edges bounding said window is shaped in a manner substantially complementary to the shape of the base of the container which the box is intended to house.

#### **BRIEF DESCRIPTION OF THE DRAWINGS**

The invention also relates to the cardboard sheet used to form the box.

The structure and the characteristics of the display box according to the invention will be more apparent from the ensuing description of a preferred embodiment thereof given by way of non-limiting example with reference to the accompanying drawings, in which:

Figure 1 is a plan view of a flat punched and crease-lined cardboard sheet showing that surface thereof which is to remain in the inside of the box;

Figures from 2 to 5 show the same cardboard sheet in its various successive stages of folding and gluing by the cardboard processing firm which produces the box;

Figure 6 is a perspective view on an enlarged scale of a box housing a container the profile of which is shown (for clarity of the drawing) by dashed lines;

Figure 7 is a cross-section through the box of Figure 6, taken at the projecting annular collar of the container housed in the box; and

Figure 8 is a schematic partial representation of an axial section through the box with the container of Figure 6, limited to that portion where the container collar is provided.

#### **DETAILED DESCRIPTION OF THE DRAWINGS**

Reference will firstly be made to Figure 1 representing a plan view, showing that side which remains inside the box formed therefrom, of a piece of punched and crease-lined

cardboard comprising a plurality of parallel folding or creasing lines 1-9 defining two side walls 10, 11, a base wall 12, a front wall 13 and two inner longitudinal walls 14, 15 separated by an intermediate wall 16, on the left (with respect to Figure 1) of the wall 15 there extending two narrow longitudinal walls 17 and 18 respectively.

Two separate aligned rectangular apertures 19, 20 are provided in the walls 14 and 15, while in that cardboard sheet portion comprising the walls 14 and 16 a rectangular hole 21 is lowerly provided to define lowerly (with respect to the drawing) a narrow strip of cardboard separated into two parts 22, 23 by a short folding line 24 (which is not aligned with the creasing line 4), whereas a short creasing line 25 separates the part 23 from the intermediate wall 16; in the upper wall of the same cardboard sheet portion 14, 16 there is provided a profiled hole 26 which upperly (with respect to the drawing) defines a thin cardboard strip presenting two creasing lines 27, 28.

Finally it can be seen that flaps 29, 30, intended for example to act as lids for closing the ends of the completed box, project from the base wall 12; and that in the front wall 13 there is provided a large elongate hole 31 the shape and width of which are substantially equal to those of the front profile of the container (including its lid) which is to be housed and displayed in the box. It can be seen that that end edge 32 bounding the upwardly facing end of the hole 31 is shaped substantially complementary to the shape or profile of the base of said container, which is assumed to be concave.

It will now be assumed that the cardboard sheet of Figure 1 is to be used to form the required display box.

A strip of glue 16A (shown dotted in Figure 1) is firstly applied to the wall 16, then the cardboard sheet is folded back on itself clockwise about the creasing line 6, as shown in Figure 2; then while holding the walls 14 and 16 adhering to and resting on the underlying walls 10 and 12 the cardboard sheet is folded anticlockwise about the

creasing line 3 (Figure 3) to superpose the walls 15, 17, 18 on the walls 14 and 16. Then by rotating clockwise about the creasing line 2, the walls 17 and 18 are turned over onto the wall 15 (Figure 4) and two strips of glue (represented by the longitudinally distributed dots) 40, 41 are spread onto the cardboard sheet, between the creasing lines 5, 6 and 1, 2 respectively.

At this point the cardboard sheet is again turned over anticlockwise about the creasing line 8 (Figure 5) to superpose the wall 11 on the wall 18 and press the front wall 13 onto the two strips of glue 40, 41 to securely fix the wall 13 both to the wall 17 and to the wall longitudinally bound by the creasing lines 5 and 6: the preparation of the box (which lies flat and pressed on itself) by the firm which has produced it is hence terminated. Packs of flattened boxes obtained in this manner are used directly by those firms which give them the final shape required to receive and retain the containers 50, the profile of which is shown by dashed lines (for drawing clarity) in Figure 6 and by full lines in Figures 7 and 8.

These containers are of cylindrical shape and from them there projects an annular collar 51 which usually serves to separate each actual container from the lid superposed on it, the lid being shown in the lower part of Figure 6, while the container base is assumed to be positioned in the upper part of the drawing.

The firm which uses the boxes makes them assume (very easily and quickly, using automatic machines of known type) the parallelepiped form shown in Figures 6 and 7 by simply pressing the creasing lines 6 and 8 towards each other. At this point the user firm automatically inserts (as is currently done) a container 50 through the elongate hole 31 provided in the front wall 13 of the box, positioning the container in contact with the wall 16 and between the two internal longitudinal walls 14, 15 which have a length less than the diameter of the container, a portion of whose

cylindrical surface (precisely that portion carrying trademarks or writing which is to remain permanently visible from the outside of the box through the hole 31) projects from the outer surface of the front wall 13 of the display box, as can be clearly seen from Figure 7.

The width of the wall 16 is however less than the diameter of the container collar 51 (Figure 7), whereas the width of the apertures 19, 20 is equal to or slightly less than the thickness of the collar 51 (Figure 8), so that this collar becomes inserted into the apertures 19, 20 where it is securely retained by friction in contact with the longitudinal edges of the apertures 19, 20, with the result that the container 50 is unable to freely or easily rotate about its axis and remains securely retained within the box in the position which it has assumed on being inserted into the box.

It can be seen that the end edge 32 of the hole 31 is shaped in a manner complementary to that portion of the concave container base which faces and rests on said edge 32 when the container has been inserted into the display box, so contributing to retaining the container in a secure and stable position within the box.